

MOBILE

## Burberry uses Snapchat to share video and capture consumers' attention

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*Burberry customized the Snapchat ghost*

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By KAYSORIN

British fashion label Burberry is welcoming consumers to join the brand as it celebrates the opening of a new flagship store in Los Angeles with an exclusive event at the Griffith Observatory, which the brand will share on Snapchat.

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**Luxury Daily**

Up until the day of the event. Burberry will be posting regular stories to its Snapchat account allowing consumers to witness all of the activities taking place in Los Angeles from their phones. Using new social media applications to connect with consumers helps keep a brand relevant among an international audience, regardless of where its events are hosted.

"Today's consumers, especially millennials, are adept at watching multiple screens at any given moment, and marketers need to capture them quickly," said John Elkaim, chief marketing officer at [Olapic](#), New York.

"Traditional marketing channels are not captivating or resonating with them," he said.

"Digital social platforms such as Instagram or Snapchat are the focal point of their attention, and brands are starting to recognize this. Snapchat is the epitome of short, fast

content that demands immediate viewing.

"For marketers, this presents an opportunity and a challenge to grab the viewer on the very first beat."

Mr. Elkaim is not affiliated with Burberry, but agreed to comment as an industry expert.

**Burberry** was unable to comment directly.

### **British invasion**

Burberry's event at the Griffith Observatory will take place on April 16 and will officially celebrate the launch of the new flagship store on Rodeo Drive that the brand opened in November 2014.



*Burberry is sharing snaps of its journey*

The event will be hosted by Burberry's chief creative, Christopher Bailey, who expressed that he was honored to bring a bit of London to Los Angeles.

Snapchat is the ideal platform for Burberry to share this event, because it will allow users to feel as if they are participating in real time. It will also give them the opportunity to see many aspects of the event, as Burberry will be posting videos of the journey to Los Angeles.



*There will be more snaps when the event begins*

Another advantage of using Snapchat is that it is incredibly popular with young users. This will give Burberry a chance to connect with future consumers who could remain loyal to the brand for many years.

Burberry is well known internationally for its innovative use of technology. The brand is

popular around the world because of its ability to connect with a diverse demographic of consumers using local platforms.



*The event will celebrate the store on Rodeo Drive*

For example, the British fashion house live-streamed its Prorsum women's wear autumn/winter 2015 show thanks to a partnership with Japanese social application, Line.

The two companies teamed up to allow Line users who follow Burberry's official account to watch the runway show live from London on Feb. 23. The project used the live mobile cast functionality of the app to stream the show in real time on viewers' mobile devices ([see story](#)).



*Burberry has numerous locations around the world*

"The Burberry brand repositioning and pivot towards its next generation of consumer has been amazing, and it is the brand's embrace of digital that has really helped drive this," Mr. Elkaim said. "They are leveraging brand ambassadors like Cara Delevigne who are perfectly suited to the message, the demographic and the platform.

"It is a great example of how to do it right."

Because of Snapchat's popularity with young people, many brands have been taking advantage of the platform's ability to connect with consumers ([see story](#)). Burberry's sharing of the Griffith Observatory event will likely help the brand appeal to a large audience.



*Other locations have also been celebrated with social media*

### **All around the world**

Burberry has feted previous openings with similar social media campaigns to connect with consumers. The British fashion label celebrated the opening of its Shanghai flagship store with an immersive theatrical event.

To connect with consumers in the store's market, the brand posted content on Chinese messaging platform WeChat, with which Burberry has a digital innovation partnership. Leading up to the event, Burberry included its global followers in the preparation, posting a series of photos of the journey from London to Shanghai ([see story](#)).

Burberry has also used social media campaigns to mark of the opening of the Los Angeles store, though the event at the Griffith Observatory will be the first official celebration.

The British fashion label celebrated the opening of its new Beverly Hills store with the first Los Angeles-based feature for its Art of the Trench social media campaign in November 2014.

Burberry had photographers capture both emerging and established talent in Los Angeles wearing its iconic trench coat using iPhones. These photos can be viewed across Burberry's social media accounts, spreading word of the store opening indirectly through the portraits ([see story](#)).

Burberry's social media campaigns help the brand connect with young consumers. It is still unclear whether these campaigns will have a direct impact on sales.

"Visual platforms such as Instagram have already proven valuable for increasing engagement and driving sales, Snapchat is still experimental and unproven," Mr. Elkaim said. "It will be interesting to see if Snapchat follows Facebook's lead with all of the new Messenger features directed at brand marketers and commerce.

"Facebook is clearly looking to appeal to brand marketers with more functionality. Snapchat, with Snapchat Stories, is seemingly becoming more of a storytelling outlet to help drive awareness."

Final Take

*Kay Sorin, editorial assistant on Luxury Daily, New York*

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